



Wexler

Halliburton

Editor Is Appointed For New Supplement

McGraw-Hill Inc., has acquired a 30% interest in *Dimensions In Living*, Elmer Wexler, editor and publisher, reported this week. Preparing for publication of the first issue, April 4, Mr. Wexler also announced appointment of Arthur Halliburton, formerly of the *New York Mirror*, as managing editor.

Approximately 400 weekly and small daily newspapers, with an aggregate circulation of 4,000,000, will distribute the supplement monthly, Mr. Wexler said.

American Newspaper Representatives is soliciting advertising for the supplement on the basis of \$25,000 per page, full color or black-and-white.

Mr. Halliburton has been in public relations work since the

Mirror closed two years ago. He is also publisher of the *Slidell* (La.) *St. Tammany Times*, a weekly which will be one of the distributors of the new supplement. He was associated with the *Mirror Sunday Magazine* for nearly 12 years, both as a feature editor and writer.

Soc 4-01, 1 *Dimensions in Living*

Pres Halliburton, *St. Tammany Times*

Soc 4-01, 2 *McShaw Hill*